



**STAFF REPORT**  
**4/24/2024**

**TO:** Honorable Mayor and City Council Members  
**FROM:** Maritza Martinez, Public Works Director  
**SUBJECT:** Recommend re-establishing park user fee schedule.

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**STAFF RECOMMENDATION:**

Provide direction on Park User Fee Schedule.

**EXECUTIVE SUMMARY:**

The below park user fees were adopted in 2011 and have varied annually based on City Council direction.

Coachella Park User Fee Schedule

<b><u>Fee Type</u></b>	<b>Approved Fee Per Hour</b>
○ Park Usage–	\$31.50
○ Stage Reservation–	\$187.00 per day
○ Sport Field Permit-	\$8.00
○ Sports Lighting-	\$18.00
○ Sports Diamond-	\$194.00
○ Snack Bar-	\$187.00 per season

The City Council approved reduction of the city's park user fees to no fee in April 2022 and in April 2023 recommended the same. Discussion by the City Council in April of 2022, was spurred by interest to assist sports leagues to reduce their registration fees. After this action was taken by the City Council only one of the four sports leagues using the city's park facilities decreased their registration fees.

As a part of the above action the City Council also asked that the park fees be re-evaluated annually. This item is also reviewed annually by the Parks and Recreation Commission and they also recommended no increase to the park user fees; the Commission reviewed this item at their April 16<sup>th</sup> meeting.

Staff is recommending returning park use fees to 50% as of August 1, 2024 for non-resident rentals and to 100% January 2025 for non-resident rentals. All cities in the Coachella Valley recover some costs towards for park uses for both residents and non-residents; staff is recommending some cost recovery for non-resident uses.

**FISCAL IMPACT:**

The recommended action will result in an estimated \$120,000 increase in estimated revenues annually.

**ALTERNATIVES:**

1. Recommend reducing park fee schedule to reflect another fee percentage.
2. Recommend park fee schedule remain as it exists – 0% fee collection for all users.